

Appn. Number 09/593,993

(Shkedi, Roy)

GAU 3629

Amnt. D

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REMARKS

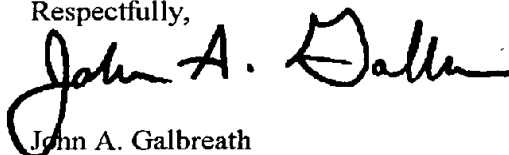
As agreed in the 12/9/04 interview, the amendments to independent claims 1 and 11-13 define over the method described in the Acxiom article, as well as the other prior art – none of which discloses or suggests a method with a transaction having therein a first partial profile of a single visitor to the entity, said transaction including real-time access to the single visitor wherein an identifier is recognized or placed on the single visitor.

In addition, since independent claim 1 defines patentably over the prior art, its dependent claims 2-10 also define patentably, for the same reasons.

CONCLUSION

For all of the above reasons, Applicant submits that the claims all define patentably over the prior art. Therefore Applicant submits that this application is now in condition for allowance, which action they respectfully solicit.

Respectfully,



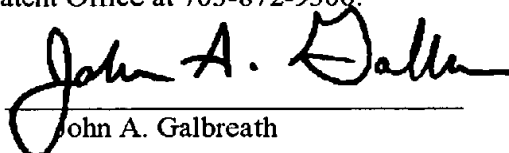
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Certificate of Fax Transmission: I certify that on the date below, this document and referenced attachments, if any, was faxed to the U.S. Patent Office at 703-872-9306.

10 December 2004


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